

September 23, 2012

Mr. Marentette,

As the former Senior Director of Marketing Operations at the Grand Traverse Resort & Spa, I am well aware of Traverse City's tourism appeal and lifestyle, which are very similar to Bend, Oregon, where I now reside.

Today, I am writing you as the President and CEO of Visit Bend, the City of Bend's tourism bureau and sports commission. I would like to extend Visit Bend's sincere endorsement of the Cycle Pub concept to Traverse City, both as the president of Visit Bend and also as a former resident of Traverse City.

In its first two years of operation, the Cycle Pub has been an extremely well received addition to the community in a number of ways. Aside from the more obvious use for social gatherings, birthdays, weddings, business outings and festivals, the 'bike' has also supported nearly 30 local charities and provides at least 12 jobs locally.

Surrounded by world-class recreation and possessing a very strong, local downtown, Bend, like Traverse, is a town of less than 100,000 in which tourism is the primary industry. A Cycle Pub in Traverse will undoubtedly help fuel the tourism appeal of an already popular and appealing town, specifically among the growing craft beer enthusiasts. A great deal of national and international press and visibility has been generated in the media and various publications, including *USA Today*, *Glamour*, the Korean Broadcasting System, *Alaska Airlines Magazine*, *The Seattle Times*, *MSN*, *BeerWest*, *Cycle Northwest*, *Brewpublic* and countless travel blogs. Bend, like Traverse, is a thriving hub for microbreweries and the Cycle Pub has helped attract national attention, benefiting all.

The Cycle Pub has made appearances at Friday Art Walk (similar to Friday Night Live), Oktoberfest, athletic events, the 4th of July Festival, Christmas parade, the Bend Brew Fest and Bend's Earth Day Festival. The Cycle Pub is also an active supporter of Commute Options as an alternative to motorized transportation such as trolleys or party busses popular for wedding parties.

More than 850 Cycle Pub tours have been successfully completed since the beginning of 2011, all without incident or injury. At an average of 12 riders per tour, more than 10,200 local residents and visitors have enjoyed the novelty of the Cycle Pub, supporting local businesses and serving as an active tour operator for the popular Bend Ale Trail ([www.bendaletrail.com](http://www.bendaletrail.com)). Our entire staff has enjoyed the Cycle Pub on more than one occasion, and we frequently recommend it to visitors as well as treat out-of-area VIPs to a tour around town. The enthusiasm for the Cycle Pub has been overwhelmingly well received from both the community and visitors alike.

The Bend City Council created, empowered and funded Visit Bend to develop and build Bend's tourism industry. Visit Bend is a nonprofit economic development organization whose primary function is to create an effective mix of branding, marketing, sales, and service programs, which produce a positive economic impact on visitor and convention spending in Bend, Oregon.

Please feel free to contact me directly if you have any questions I might be able to assist with in regard to adding a Cycle Pub to the Cherry Capital.

Sincerely,

Doug La Placa

A handwritten signature in black ink, appearing to read "Doug La Placa", written in a cursive style.

President/CEO

Visit Bend

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